

Jinjiang Intelligent Manufacturing Shines in Paris

The 2024 Paris Olympics are the hottest topic this summer. As a globally influential mega event, the Olympics provide not only the top stage for athletes but also the best opportunity for major brands to showcase their strength and expand their reach to overseas consumers.

During the Games, Jinjiang enterprises seized the Olympic “spotlight” by providing products and participating in sponsorships. Anta designed green, low-carbon award-ceremony outfits for the Chinese sports delegation and launched a brand-new Olympic cultural IP. Joeone released the “Pursuing Dreams” formal attire for the Chinese sports delegation, presenting the beauty of China to the world. Xtep partnered with the national breakdancing team to boost brand growth with a series of products. Panpan Foods provided refreshments for the Chinese delegation, bringing Chinese flavors to the Olympic venues. Zoke utilized its unique high-tech fabrics to craft the “battle suits” for the Chinese national water polo team at the Olympic arena.



Joeone Designs Official Attire for the Chinese Sports Delegation

In the early hours of July 27th (Beijing time), the opening ceremony of the Paris Olympics kicked off on the Seine River. Under the world's gaze, the Chinese sports delegation appeared in “Jinjiang-made” attire.

The “touch of red” worn by the Chinese athletes was the formal attire “Pursuing Dreams,” specially designed by Joeone for the Chinese delegation.

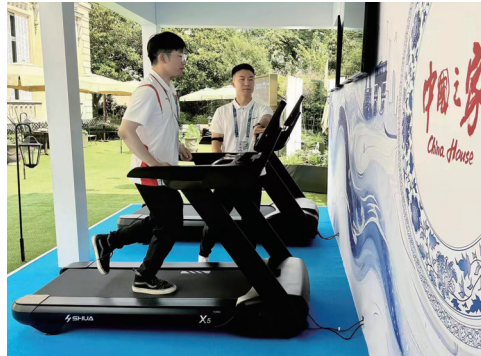
The design of the “Pursuing Dreams” attire incorporates rich elements of traditional Chinese culture. The jackets for both men and

women feature a pattern inspired by the bricks and tiles of the Great Wall, with horizontal and vertical lines conveying a sense of uprightness and precision. Additionally, the element of bamboo is included, as “Pursuing Dreams” and “bamboo” sound alike in Chinese. On the one hand, it fully signifies the Chinese spirit of striving for dreams. On the other hand, it symbolizes that the Chinese sports delegation stand tall and proud like green bamboo, confident and ready to win glory for the nation.

“Pursuing Dreams” is the

fourth formal attire that Joeone has created for the Chinese sports delegation. Since becoming the official formal attire supplier for the delegation in 2018, Joeone has meticulously crafted multiple sets of opening ceremony costumes, including “Blue Dreams” for the Jakarta Asian Games, “Chinese Red” for the Tokyo Olympics, and “Starlight” for the Hangzhou Asian Games. These attires have accompanied the Chinese delegation onto the international sports stage, witnessing the glorious moments of Chinese athletes at the opening ceremonies.

Shua Sporting Goods in the “China House” in Paris



On July 24th, Shua Sports, the official fitness equipment supplier of the Chinese Olympic Committee, made its appearance in the “China House” with a variety of fitness equipment, which aimed at showcasing China's advanced achievements of technology application in the field of sports and fitness to the world, and promoting cultural exchanges in sports between China and foreign countries.

On that day, lots of foreign visitors were attracted to the “China House” outdoor smart fitness exhibition area set up by Shua, where innovative products such as V9+ intelligent treadmill, X5 luxury treadmill, A5-S Pro spin bike and Defender B386 spin bike were arranged in an orderly manner, with Shua staff members introducing design concepts and functions to visitors on site.

Since the 2014 Sochi Winter Olympics, Shua has showed itself in the Olympic “China House” four times. This time, the products have greatly improved in terms of functionality, intelligence, entertainment interaction, and scientificity. Shua fitness products, with designs based on ergonomics and futuristic technologies like “full treadmill shock absorption”, self-powered technology and 3D virtual scenes, can meet the overall exercise needs of domestic and foreign visitors.

Anta “Dragon Suits” Appear on the Paris Olympics Podium

Chinese athletes got off to a good start on the first day of the Paris Olympics by winning gold medals in the mixed team event of 10m air rifle shooting and the women's synchronized 3m springboard. At the award ceremony, the Chinese athletes stepped onto the highest podium in the iconic Olympic champion dragon suits, exuding a sense of strength and energy. The award-ceremony uniforms of the Chinese sports delegation were designed and produced by Anta Group, a Jinjiang enterprise.

With the renowned Chinese director Zhang Yimou as the creative consultant, the design of this year's Olympic award-ceremony uniforms inherits the classic Chinese style and the main white tone from the uniforms for the Tokyo Olympics, and combines such elements as “dragon scale”, “dragon beard” of the Chinese dragon with the craft of embossing, stitching and embroidery, to convey the traditional Chinese culture to the world and show the enterprising and vigorous spirit of Chinese athletes in the new era as well.

In addition to cultural elements, green technology is also a major feature of this year's outfits. During the production process, Anta used recycled nylon and polyester, as well as other environmentally friendly fabrics, which helped to reduce carbon emissions. The production of award-ceremony suits achieved more than 50% carbon emission reduction. Authoritative institutions have certified that the uniforms produced by Anta for the Chinese sports delegation achieve carbon neutrality in the whole life cycle of the product. The clothing becomes the first series of carbon neutral award-ceremony outfits certified by Chinese authorities.

Besides the award-ceremony clothing for Olympic athletes, Anta has further extended the Olympic IP products with the image of Chinese dragon, launching a new Olympic cultural IP - Anta LING LOONG, and attempting to bring Chinese culture to the world in a younger and fresher manner.



Panpan Foods in the “China House” in Paris

On July 24th, the “China House” for the Paris Olympics, located at the Hotel Salomon de Rothschild in Paris, France, officially opened its doors to welcome guests. As the official Olympic sponsor of the Chinese sports delegation, Panpan Foods joined the “China House” to showcase China's strength together with national athletes.

The “China House”, a comprehensive service facility established and operated by the Chinese Olympic Committee for the Chinese

sports delegation during international multi-sport events, is included in the 2024 list of high-quality people-to-people exchanges between China and France. It not only provides a solid guarantee for the Chinese sports delegation to compete in international games, but also serves as a bridge for spreading the spirit of Chinese sports, displaying traditional Chinese culture, and enhancing sports exchanges between China and foreign countries.

Inside the “China House”, Panpan snacks could be seen in many

scenarios: while enjoying leisurely moments, drink a bottle of Panpan Dahongpao tea; when meeting friends, have a pack of Panpan daily nuts; if exhausted from exercise, eat a slice of Panpan toast to replenish energy...Panpan's high-quality food with multiple categories became everyone's favorite in the House.

Panpan brought 22 products with 46 flavors to the “China House”, including nuts, cookies, baked goods, freeze-dried noodles, etc.



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